GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2157
ANSWERED ON:03.12.2001
PROMOTION OF TOURISM
PATY RIPPLE KYNDIAH

Will the Minister of TOURISM be pleased to state:

(a) the strategy being adopted to bring tourism industry out of the red;

(b) whether the Government have formulated any plan to boost both regional and domestic tourism; and

(c) if so, the steps taken by the Government in this regard?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): A special tourism task force was set up comprising of senior officials of the concerned ministries of the Govt. of India, senior members of the travel industry and trade to discuss and suggest suitable plan of action for promotion of tourism.

Some of the measures recommended by the Task Force are as under:-

i) Promote India as a safe destination through special media strategy and confidence building measures.
ii) Re-focus of overseas marketing and promotion policy to South East Asia, North East Asia, South Asia, Australasia and South Africa.
iii) Organising of Road Shows in the above markets to target NRIs & PIOs.
iv) Special focus to be given on the Domestic Market.

(b) and (c): A special thrust on Domestic Tourism has been given in the National Tourism Policy and the ninth five year plan.